

## ORDER



KSNV

Orders	Order / Rev:	104404	
	Alt Order #:	06832080	
	Product Desc:	HELLER FOR SENATE	
	Estimate:		
	Flight Dates:	09/26/12 - 10/02/12	Primary AE:
	Original Date / Rev:	07/18/12 / 08/30/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	Strategic Media Services, Inc.	
	Buying Contact:		
	Billing Contact:		
		3299 K St. NW	Billing Type:
		Washington, DC 20007	Broadcast
			Billing Cycle:
			EOM/EOC
			Agency Commission:
			15%
Advertiser	Name:	Heller, Dean for U.S. Senate + Revised	
	Demographic:	A35+	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	92	\$55,070.00	\$46,809.50
10/01/12	10/02/12	47	\$22,700.00	\$19,295.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	92	\$55,070.00	\$46,809.50	0.00
October 2012	47	\$22,700.00	\$19,295.00	0.00
Totals	139	\$77,770.00	\$66,104.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$77,770.00
Market	100%	\$268,172.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$69,724.83
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$48,271.03
KTUD	1%	\$2,681.72
KVVU	24%	\$64,361.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,363.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/Wagner	5-6a		--WTF--	:30	6	\$185.002	0.00	NM	6	\$1,110.00	
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Order / Rev: 104404  
Alt Order #: 06832080  
Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF---	:30	6	\$185.002	0.00	NM		6	\$1,110.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 --WTF-- 6 \$185.00 0.00															
E 2	KSNV	10/01/12	10/02/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	4	\$300.002	0.00	NM		4	\$1,200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT---- 4 \$300.00 0.00															
E 3	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	4	\$450.002	0.00	NM		4	\$1,800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT---- 4 \$450.00 0.00															
E 4	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	6	\$450.002	0.00	NM		6	\$2,700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 --WTF-- 6 \$450.00 0.00															
E 5	KSNV	09/26/12	09/28/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$550.002	0.00	NM		6	\$3,300.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 --WTF-- 6 \$550.00 0.00															
E 6	KSNV	10/01/12	10/02/12	Today Show	CM	658a-9am	MT-----	:30	4	\$600.002	0.00	NM		4	\$2,400.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT---- 4 \$600.00 0.00															
E 7	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd HOM	9-10a		MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT---- 2 \$275.00 0.00															
E 8	KSNV	09/26/12	09/28/12	M-F Today Show II 3rd HOM	9-10a		--W-F---	:30	2	\$200.002	0.00	NM		2	\$400.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 --W-F--- 2 \$200.00 0.00															
E 9	KSNV	09/27/12	09/27/12	M-F Today Show II 3rd HOM	9-10a		---T---	:30	2	\$200.002	0.00	NM		2	\$400.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ---T--- 2 \$200.00 0.00															
E 10	KSNV	09/27/12	09/27/12	M-F Today Show III 4th BOM	10am-11am		---T---	:30	2	\$200.002	0.00	NM		2	\$400.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ---T--- 2 \$200.00 0.00															
E 11	KSNV	09/26/12	09/28/12	M-F Today Show III 4th BOM	10am-11am		--W-F--	:30	2	\$200.002	0.00	NM		2	\$400.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 --W-F-- 2 \$200.00 0.00															
E 12	KSNV	10/01/12	10/02/12	M-F Today Show III 4th BOM	10am-11am		MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT---- 2 \$225.00 0.00															
E 13	KSNV	10/01/12	10/02/12		CM	11am-12pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00

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Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$225.00		0.00			
E 14	KSNV	09/26/12	09/28/12	Rachael Ray	CM	11am-12pm	--W-F--	:30	2	\$200.002	0.00	NM		2	\$400.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W-F--		2				\$200.00		0.00			
E 15	KSNV	09/27/12	09/27/12	Rachael Ray	CM	11am-12pm	---T---	:30	2	\$200.002	0.00	NM		2	\$400.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		2				\$200.00		0.00			
E 16	KSNV	09/26/12	09/27/12	Noon News	CM	12-1230pm	--WT---	:30	2	\$275.002	0.00	NM		2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WT---		2				\$275.00		0.00			
E 17	KSNV	09/28/12	09/28/12	Noon News	CM	12-1230pm	----F--	:30	2	\$275.002	0.00	NM		2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		2				\$275.00		0.00			
E 18	KSNV	10/01/12	10/02/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$275.00		0.00			
E 19	KSNV	10/01/12	10/02/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$225.00		0.00			
E 20	KSNV	09/26/12	09/28/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$200.00		0.00			
E 21	KSNV	09/26/12	09/28/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$275.00		0.00			
E 22	KSNV	10/01/12	10/02/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$275.00		0.00			
E 23	KSNV	10/01/12	10/01/12	The Doctors	CM	2pm-3pm	M-----	:30	2	\$225.002	0.00	NM		2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		2				\$225.00		0.00			
E 24	KSNV	10/02/12	10/02/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.002	0.00	NM		1	\$225.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$225.00		0.00			
E 25	KSNV	09/26/12	09/28/12		CM	2pm-3pm	--WTF--	:30	3	\$175.002	0.00	NM		3	\$525.00

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Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors											
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$175.00		0.00			
E 26	KSNV	09/26/12	09/28/12	Dr. Phil	CM	3-4p		:30	3	\$300.00	2	0.00	NM	3	\$900.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$300.00		0.00			
E 27	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p		:30	2	\$300.00	2	0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		2				\$300.00		0.00			
E 28	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		2				\$450.00		0.00			
E 29	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$350.00		0.00			
E 30	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$450.00		0.00			
E 31	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		2				\$450.00		0.00			
E 32	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p		:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		4				\$900.00		0.00			
E 33	KSNV	09/26/12	09/28/12	M-F Early News	CM	5-630p		:30	6	\$725.00	2	0.00	NM	6	\$4,350.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		6				\$725.00		0.00			
E 34	KSNV	09/26/12	09/28/12	M-F Jeopardy	CM	630-7pm		:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$725.00		0.00			
E 35	KSNV	10/01/12	10/02/12	M-F Jeopardy	CM	630-7pm		:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		2				\$750.00		0.00			
E 36	KSNV	10/01/12	10/02/12	M-F Wheel	CM	7-730pm		:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				M-F Wheel											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT----		2				\$750.00		0.00			
E 37	KSNV	09/26/12	09/28/12		CM	7-730pm		:30	3	\$725.00	2	0.00	NM	3	\$2,175.00

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Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel															
M-F Wheel of Fortune															
WHEEL															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    --WTF--    3    \$725.00    0.00															
E 38	KSNV	09/26/12	09/28/12	Face to Face w/ RalstonCM		730-758pm			--WTF--	:30	3	\$400.002	0.00	NM	3    \$1,200.00
Face to Face w/ J.Ralston															
FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    --WTF--    3    \$400.00    0.00															
E 39	KSNV	10/01/12	10/02/12	Face to Face w/ RalstonCM		730-758pm			MT-----	:30	2	\$450.002	0.00	NM	2    \$900.00
Face to Face w/ J.Ralston															
FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/01/12    10/07/12    MT-----    2    \$450.00    0.00															
E 40	KSNV	10/01/12	10/01/12	M-F News 3 at Eleven CM		11pm-1135pm			M-----	:30	1	\$775.002	0.00	NM	1    \$775.00
M-F News 3 at Eleven															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/01/12    10/07/12    M-----    1    \$775.00    0.00															
E 41	KSNV	09/27/12	09/27/12	M-F News 3 at Eleven CM		11pm-1135pm			---T----	:30	1	\$750.002	0.00	NM	1    \$750.00
M-F News 3 at Eleven															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    ---T---    1    \$750.00    0.00															
E 42	KSNV	09/26/12	09/28/12	The Tonight Show CM		1135p-1237a			--WTF--	:30	3	\$250.002	0.00	NM	3    \$750.00
TON SHOW															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    --WTF--    3    \$250.00    0.00															
E 43	KSNV	10/01/12	10/02/12	The Tonight Show CM		1135p-1237a			MT-----	:30	2	\$275.002	0.00	NM	2    \$550.00
TON SHOW															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/01/12    10/07/12    MT-----    2    \$275.00    0.00															
E 44	KSNV	10/01/12	10/01/12	Mon PR 8-10p CM		8-10pm			M-----	:30	1	\$2,400.002	0.00	NM	1    \$2,400.00
Monday Prime 8-10pm															
VOICE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/01/12    10/07/12    M-----    1    \$2,400.00    0.00															
E 45	KSNV	09/26/12	09/26/12	Wed PR 9-11p CM		9-11pm			--W----	:30	1	\$2,100.002	0.00	NM	1    \$2,100.00
Wednesday Prime 9-11pm															
LAW & ORDER															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    --W---    1    \$2,100.00    0.00															
E 46	KSNV	09/28/12	09/28/12	Fri 10-11p CM		10-11pm			----F--	:30	1	\$2,100.002	0.00	NM	1    \$2,100.00
Friday Prlme 10-11pm															
DLINE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    ----F--    1    \$2,100.00    0.00															
E 47	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven CM		11pm-1135pm			-----SS	:30	2	\$750.002	0.00	NM	2    \$1,500.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    -----SS    2    \$750.00    0.00															
E 49	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF CM		5a-459a			----S-	:30	1	\$325.002	0.00	NM	1    \$325.00
(5:00 AM-6:00 AM)															
SAT TODAY															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/24/12    09/30/12    ----S-    1    \$325.00    0.00															
E 51	KSNV	09/29/12	09/29/12	CM		5pm-630pm			----S-	:30	2	\$350.002	0.00	NM	2    \$700.00

Order / Rev: 104404 Advertiser: Heller, Dean for U.S. Senate  
 Alt Order #: 06832080 Product Desc: HELLER FOR SENATE KSNV  
 Flight Dates: 09/26/12 - 10/02/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su Early News															
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		2	\$350.00			0.00					
E 52	KSNV	09/29/12	09/29/12	Weekend Jeopardy/WheM	WKND Jeop/Wheel	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$350.00			0.00					
E 53	KSNV	09/29/12	09/29/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$750.00			0.00					
E 54	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$185.00			0.00					
E 55	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$325.00	2	0.00	NM	1	\$325.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$325.00			0.00					
E 56	KSNV	09/30/12	09/30/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,900.00			0.00					
E 59	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
NFL Pre-Game															
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,600.00			0.00					
E 60	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$8,000.00			0.00					
E 61	KSNV	09/30/12	09/30/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
NFL End of Game Break															
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$6,500.00			0.00					
E 62	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$200.00			0.00					
N 63	KSNV	09/26/12	09/28/12	Late Night w/Fallon	CM	1237a-136am	--WTF--	:30	3	\$100.00	2	0.00	NM	3	\$300.00
Late Night w/Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3	\$100.00			0.00					
N 64	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) RGM	CM	M-SA 8-11p / SUN	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00
Law & Order (synd) PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$800.00			0.00					
N 65	KSNV	09/26/12	09/28/12	The Doctors	CM	2pm-3pm	--WTF--	:30	1	\$175.00	2	0.00	NM	1	\$175.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$175.00			0.00					

Order / Rev: 104404  
 Alt Order #: 06832080  
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days.	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N65	KSNV	09/26/12	09/28/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	1	\$175.002	0.00	NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--					1	\$175.00	0.00				
													Totals	139 \$77,770.00	